

## VIEWER-TARGETED DISPLAY SYSTEM AND METHOD

### ABSTRACT OF THE DISCLOSURE

- 5 An information display system for targeting information to a plurality of viewers proximate to an information display includes at least one sensor for determining features of a subset of the plurality of viewers. The sensor(s) include at least a visual sensor for determining one or more physical features of the viewers, or an audio sensor for determining one or more audible features of the viewers. The information display system further includes a database
- 10 comprising a plurality of information files, where each information file is targeted to at least one class of viewers associated with at least one physical feature or audible feature. An information file selection module selects one or more information files to display on the information display, based upon at least one determined feature of the subset of the plurality of viewers.

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